

AMIT KUMAR

SEO Specialist

9680504695 @ amitkumar73734@gmail.com linkedin.com/in/amit-kumar-shriram Kherla, Pilani, Jhunjhunu, Rajasthan

SUMMARY

I am a results-driven and analytical SEO Specialist with a proven track record of developing and executing impactful SEO strategies. My expertise spans on-page, off-page, and technical SEO, driving significant organic traffic growth and improving search engine rankings. I take pride in generating qualified leads through comprehensive SEO initiatives and conversion optimization. I am eager to apply my experience to contribute to the growth and success of the company.

EXPERIENCE

SEO Specialist

Appzoro Technology Inc

10/2024 - Present Rajasthan

A company specialized in technology solutions and digital marketing

- Worked on SEO strategies, encompassing in-depth keyword research, on-page optimization (content, meta tags, internal linking), and robust off-page link-building campaigns
- Successfully drove substantial organic traffic growth and consistently improved search engine rankings for targeted keywords, leading to increased brand visibility
- Instrumental in generating a significant uplift in qualified leads through targeted SEO initiatives and conversion rate optimization (CRO) insights
- Conducted regular technical SEO audits, identifying and resolving issues related to site speed, crawlability, indexation, and mobile-friendliness
- Monitored, analyzed, and reported on SEO performance using Google Analytics, Google Search Console, and Semrush, providing actionable insights for continuous improvement
- Handled Brand's Social Media Platform to boost online visibility through LinkedIn, Instagram, Facebook, X.com.

SEO Executive

Lease packet Pvt Ltd

04/2024 - 10/2024 Rajasthan

A company providing lease management solutions

- Executed on-page SEO tactics, including keyword research, content optimization, and meta tag creation to improve page relevance
- Implemented off-page SEO strategies, focusing on acquiring high-quality backlinks from relevant sources and managing online citations
- Contributed to enhancing website visibility and organic search performance

SEO Executive

Brainosys

12/2023 - 04/2024 Rajasthan

A technology company specializing in web and mobile applications

- Focused on off-page SEO activities, including guest blogging outreach, directory submissions, and forum engagement to build domain authority
- Assisted in keyword research, competitor analysis, and performance reporting
- Supported the development and execution of link-building strategies

KEY ACHIEVEMENTS

Improved Website Performance

Consistently delivered measurable improvements in website traffic and lead acquisition for AppZoro Technology Inc

SKILLS

Google Analytics

Google Search Console

Off-Page SEO

Search Console

SEMrush

On-Page SEO

Tag Manager

Canva

SMM

Basic Meta Ads

INTERESTS

SEO Trends and Digital Marketing

Continuously learning and staying updated with the latest SEO trends, algorithm changes, and digital marketing best practices

Search Engine Analysis

Analyzing search engine patents and industry case studies to understand emerging ranking factors

SEO Tools Exploration

Exploring new SEO tools and technologies to enhance campaign efficiency and effectiveness

EDUCATION

MBA in Marketing

Shekhawati Group of Institutions

01/2021 - 12/2023 Rajasthan

B.Sc

Shekhawati University

01/2019 - 12/2021 Rajasthan